

Research Article

Price spread in marketing channels of summer groundnut in Maharashtra

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SUMMARY : Study was conducted for estimation of price spread in different channels of groundnut in Maharashtra. For the study, about 96 summer groundnut growers were randomly selected with area under groundnut and were stratified into two groups like TAG-24 and SB-11 groundnut grower from eight villages of Sengaon tehsil of Hingoli district. Five wholesalers, five village retailers and five town retailers were selected to investigate marketing cost and marketing margin in groundnut marketing. The data pertained for year 2011-12. The results revealed that, price paid by consumer was the highest as Rs. 6470.41 in channel-III (P-W-TR-TC) in which producer's share in consumer's rupee was 71.89 per cent and price spread was found to be Rs. 2119.12. In channel-II (P-VR-VC) price paid by consumer was found to be Rs. 6155.21 in which producer's share in consumer's rupee was 72.08 per cent and price spread was Rs. 1718.44. In channel-I (P-PW-OC) price paid by consumer was Rs. 5035.93 in which producer's share in consumer's rupee was 86.28 per cent and price spread was found to be Rs. 690.92. Thus, in absolute term, net price received by producer was the highest in channel-III followed by that of in channel-II and channel-I.

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