

Marketed surplus and price spread in marketing channels of *Mrugbahar* sweet orange

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ABSTRACT

Investigation was carried out in Nanded district of Maharashtra during the year 2007-08 on *Mrugbahar* sweet orange production. The production can be marketed near places as well as sold at distant places. The ten sample size of each wholesaler, trader and retailer was selected. Cross sectional data were collected from the sampled sweet orange growers and market intermediaries by personal interview method with the help of pre-tested schedule. There were different channels of sweet orange marketing like, Channel-I (producer-retailer-consumer), channel-II (producer-wholesaler-retailer-consumer) and channel-III(producer-trader-wholesaler-retailer-consumer).The results revealed that marketed surplus was higher in channel-II as compared to other channels . Net price received by producer was higher in channel-III even though producer's share in consumer's rupee was lower as compared to other channels.

Key words : Cost, *Mrugbahar*, Margin, Price spread, Efficiency

Nanded district of Maharashtra is well known for the production of sweet orange due to favourable climate. Sweet orange grown as *Mrugbahar* and *Ambebahar* produce. Bahar treatment in which water stretch is given to sweet orange garden in the month of April-May. Flowering is occurring in the month of June-July that is known as *Mrugbahar*. Harvesting of fruits can be done in the month of February-March. Produce of fruits can be known as *Mrugbahar* sweet orange. Characteristics of *Mrugbahar* fruit is of high sweetness with attractive yellow colour. The fruit can be marketed through local market in district that is channel-I (producer-retailer-consumer).The produce is marketed through city places in the state that is channel-II (producer-wholesaler-retailer-consumer).When, the produce is marketed through city places in the other state that is channel-III (producer-trader-wholesaler-retailer-consumer). In general, the produce of low, medium and high qualities can be disposed through channel-I, channel-II and channel-III, respectively. Prices of produce is also higher in channel-III followed by channel-II and channel-I. In order to determine the efficiency of different channels of sweet orange, the present study has been undertaken.

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METHODOLOGY

From the ten villages, 50 *Mrugbahar* sweet orange growers were selected randomly. Then, Nanded market was purposely selected because most of sweet orange produce from the area was marketed in that market. From this area, different middle men were selected for the study of marketing of sweet orange. The ten sample size of each wholesaler, trader and retailer was selected. Cross sectional data were collected from the sampled sweet orange growers and market intermediaries by personal interview method with the help of pre-tested schedule. The informations on various items like sweet orange yield, price of sweet orange, quantity of input and expenditure, marketing cost and margin were collected. Data pertained to the year 2007-08. Price spread is the difference between net price received by the producer in the market and price paid by ultimate consumer to produce in the retail market. It includes all the market charges incurred by producer, wholesaler and retailer as well as profit margin at wholesaler and retailer in the specific channel. Producer's share in consumer's rupee is very helpful in deciding the appropriate strategies for reducing the marketing cost, it is price received by the farmer expressed as a percentage of the retail price, *i.e.* price paid by the consumer. If price is the retail price the producer's share in consumer's rupee (Ps) be expressed as follows, $Ps = (\text{Net price received by producer} / \text{Price paid by consumer}) \times 100$.

FINDINGS AND DISCUSSION

The findings of the present study as well as relevant