

Marketed surplus and price spread in different channels of sunflower marketing

■ **K.T. SONAR, R.B. CHANGULE, B.B. MANE AND G.P. GAIKWAD**

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ABSTRACT

Marketed surplus and price spread in case of sunflower was studied in the year 2010-2011 in Latur district of Maharashtra. For the study, about 30 drip irrigated and 30 flood irrigated sunflower growers were selected from Chakur and Shirur-Anantpal tehsils. Mill owner and wholesaler, from Latur market were selected to investigate the cost, margin and price spread in sunflower marketing. The results revealed that the size of drip irrigated sunflower farm was 0.76 hectares and 0.61 hectares in flood irrigated sunflower farm, respectively. Sunflower production in drip irrigated farm was higher as 16.69 quintals followed by 10.85 quintals in flood irrigated sunflower farm. Price paid by mill owner was highest as Rs. 3216.88 per quintal in Channel-I in which producers share in consumer's rupee was 96 per cent. In case of Channel-II, price paid by mill owner was Rs.3210.40 per quintal in which the producers share in consumer's rupee was 90.93 per cent whereas in Channel-I, in which the producers share in consumer's rupee was highest in Channel-I than that of Channel-II. Net price received by producer was highest in Channel-I and price spread was higher in Channel-II which was Rs.291.39 followed by Rs.128.62 in Channel-I. It was found that, the Channel-I was benefited to producers.

KEY WORDS : Sunflower, Marketing cost, Margin, Price spread, Producers share

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Sunflower (*Helianthus annuus* L.) is an important oilseed crop in India popularly known as "Surajmukhi." Sunflower belongs to the genus *Helianthus* family Asteraceae (Compositae). Sunflower oil is a rich source (64 per cent) polysaturated fatty acid (linoleic acid). It is light yellow in colour and helps in washing out cholesterol deposition in the coronary arteries of the heart and thus it is good for heart patients. Sunflower is native of Southern United States and Mexico. The sunflower gets its name from the Greek words. The name '*Helianthus*' is derived from '*Helios*'

meaning 'sun' and '*anthos*' meaning 'flower'.

METHODOLOGY

Latur district was purposively selected on the basis of the highest area under sunflower crop. Chakur and Shirur-Anantpal Tehsils of Latur district were selected and from each selected Tehsils, five villages were selected on the basis of highest area under sunflower cultivation. Thus, from 10 villages, 30 drip irrigated and 30 flood irrigated sunflower growers were selected for the present study. About 60 sunflower growers were selected for determination of marketed surplus of sunflower. Data pertained to the year 2010-11. Market cost and market margin were worked out from actual data collected from market intermediaries; marketing cost incurred by producer was estimated from the data collected from selected cultivators for the present study. Price spread showed the difference between net price received by the producer in the assembling market and price paid by ultimate

MEMBERS OF THE RESEARCH FORUM

Correspondence to:

K.T. SONAR, Department of Agricultural Economics, College of Agriculture, LATUR (M.S.) INDIA
Email : kusumsonar@gmail.com

Authors' affiliations:

R.B. CHANGULE, B.B. MANE AND G.P. GAIKWAD, Department of Agricultural Economics, College of Agriculture, LATUR (M.S.) INDIA