

RESEARCH PAPER

Marketing cost, marketing margin and price spread of soybean in Parbhani district of Maharashtra

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ABSTRACT

The investigation was made to know the marketing cost, marketing margin and price spread in soybean. The study was conducted in the Parbhani market for surveying of 30 market intermediaries. Three marketing channel were noticed in sale of soybean viz., Producer-Village merchant-Wholesaler- Oil processor (channel-I), Producer-Wholesaler- Oil processor (channel-II), Producer- Oil processor (channel-III), It was observed that per quintal marketing cost was higher in channel-I i.e. Rs. 169.69 followed by Rs. 138.65 in channel-II and Rs.38.80 in channel-III, respectively. Producer's share in consumer's rupee was maximum in channel-III (98.93 %) while minimum in channel-I (83.14 %).

KEY WORDS : Soybean, Marketing cost, Marketing margin, Price spread

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