

Economics of broiler marketing in Allahabad district Uttar Pradesh

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ABSTRACT

Marketing analysis of broiler in Allahabad district of Uttar Pradesh revealed that the broiler enterprise is a remunerative enterprise and those involved in marketing get a substantial share to remain in trade. Among the five main marketing channels studied, channel I (Producer-Consumer) accounted for maximum producer's share in consumer's rupee (96.36 per cent) followed channel II (Producer-Retailer-Consumer) as 81.40 per cent. The least producer's share in Consumer's rupee was found in channel V (Producer-Wholesaler-Hotels and Institutions-Consumer) as 57.78 per cent. Marketing efficiency Index (Shepherd's method) was also calculated for all the five channels. Channel I (Producer-Consumer) was having highest marketing efficiency as 27.50 and lowest marketing efficiency was found in channel V as 2.36. Marketing led constraints were also studied. 87.50 per cent respondents viewed as price fluctuations and insufficient export facilities as major market constraints and 20.84 per cent viewed lack of storage facilities. Broiler farming is considered to have good prospects in the district as demand for broiler meat is on the rising graph over the years. It is recommended that efforts should be made to exploit this potential.

INTRODUCTION

Agricultural marketing plays an important role not only in stimulating production and consumption, but in accelerating the pace of economic development. Marketing also innovates producer or entrepreneur to make necessary changes in marketing his produce. Its dynamic functions are of primary importance in promoting economic development. For this reason it has been described as the most important multiplier of agricultural development.

An efficient agricultural marketing system leads to the optimization of resource use and output management. It also ensures higher levels of income for the farmers / producers / entrepreneurs by reducing the number of middlemen or by restricting the commission on marketing services and the malpractices adopted by them in the marketing of their commodities. An efficient system guarantees the farmers/ producers better prices for their commodities and induces them to invest their surplus in the purchase of modern inputs so that production and efficiency may increase.

Broilers are considered important subsidiary occupation of Indian agriculture. Our country has a great potential in increasing its production and it can be a good foreign exchange earner by exporting dressed broiler to other countries. Most of the broilers

produced in Uttar Pradesh especially in study area, Allahabad district, finds its place in restaurants, five star hotels, marriages, functions, parties and consumption outlets throughout the state and other neighbouring states like Madhya Pradesh, Bihar, Delhi etc.

India is now the world's 3rd largest egg producer (next to China and USA) and 5th major producer of broiler chicken meat (after USA, China, Brazil and Mexico). This study was conducted with the following objectives : to study the different marketing channels involved in the marketing of broilers, to find out the producer's share in consumer's rupee, price spread and marketing efficiency in different channels of marketing and to study the problems faced by the broiler rearers of the selected area in the marketing and suggest suitable measures to curb them.

METHODOLOGY

There are several methods of calculating the marketing costs and margins of the intermediaries. In the present study, concurrent margin method has been used. Concurrent margin refers to the difference between the prices prevailing at successive stages of marketing at a given point of time.

Price spread, marketing costs and margin in broilers:

Marketing channels and margins retained

Key words :

Boiler marketing,
Marketing cost,
Marketing margin

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