

Economics of meat and their by-products marketing by retailers in Madhya Pradesh

■ **MOHAMMED YUSUF, ANIL SINGH AND DYAMANNAVAR GOVISIDDAPPA**

Received : 30.03.2013; Revised : 03.07.2013; Accepted : 03.08.2013

ABSTRACT

Two districts, Bhopal and Indore, were purposively selected for the study since these two districts have highest meat production in Madhya Pradesh state. Tabular analysis and B:C. ratio analysis were used. The major cost incurred by meat retailers was the price of live animal itself which accounted for 91.38 per cent and 92.19 per cent of the total cost in sheep /goat and buffalo, respectively. Dressed meat of the animal was the main/prime produce of the animal. The returns from sale of the meat received maximum 90.12 per cent and 89.49 per cent of the total returns by meat retailers in sheep/goat and buffalo meat, respectively. Head and four feet of the sheep/goat accounted more return than any other byproducts where as hide in buffalo accounted more return since it is larger in size and used as raw materials by leather industry. The benefit cost ratio was found for meat retailing in mutton 1.15 and in buffalo meat 1.13. Overall the results found was that ruminants' meat trade was an economical enterprise.

KEY WORDS : Sheep/goat and buffalo meat, Livestock enterprises, Marketing, retailers

How to cite this paper : Yusuf, Mohammed, Singh, Anil and Govisiddappa, Dyamannavar (2013). Economics of meat and their by-products marketing by retailers in Madhya Pradesh. *Internat. J. Com. & Bus. Manage.*, 6(2) : 150-153.

MEMBERS OF THE RESEARCH FORUM

Correspondence to:

MOHAMMED YUSUF, Department of Agribusiness Management,
College of Agriculture, University of Agricultural Sciences, DHARWAD
(KARNATAKA) INDIA

Authors' affiliations:

ANIL SINGH, Allahabad Bank, Baikunthpur, REWA (M.P.) INDIA

DYAMANNAVAR GOVISIDDAPPA, Assistant Commissioner
Office, HAVERI (KARNATAKA) INDIA