

Producer's share in consumer rupee in marketing of fresh banana

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ABSTRACT

The present investigation was conducted in Wardha district of Maharashtra to examine the producer's share in consumer rupees its and market efficiency. The study was based on primary data obtained from 45 banana growers, 10 commissions agents, 10 wholesales and 10 retailers. Descriptive statistics was used to analyse the data. The study revealed that there were only one major channel of marketing involving commission agent, wholesalers and retailers through which the fresh banana moved from producers and consumers. This channel was found to less share to producers in consumers rupee (42.40%) and efficient with an market efficiency index of 2.32. The analysis of price spread and marketing margins revealed that 243.60/tonne, while wholesalers accounted for 380/tonne and retailers accounted comparatively more for 2357.51/tonne. The price spread was higher at the stage retailing presumably due to higher marketing costs and profits.

KEY WORDS : Consumer rupee, Marketing margins, Producer share, Price spread, Market efficiency, Marketing intermediaries

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