

Marketing efficiency analysis : A case of broiler marketing in Anand district of Gujarat

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ABSTRACT

The paper aims to analyse the Marketing cost, margin, price spread and efficiency of existing channels in Broiler marketing in Anand district of Gujarat. Using different approaches *viz.*, conventional, Shepherd, Acharya and Composite Index Method, all the channels are analysed for Marketing efficiency. Primary data are collected from 30 commercial broiler growers of Anand district along with 5 traders and 10 retailers with the help of well-structured interview schedules. Four channels exist in the study area. These are Grower → Trader-I → Retailer → Consumer; Grower → Trader-I → Trader-II → Retailer → Consumer; Grower → Trader-I → Consumer (Hotels, institutions, Canteens); and Grower → Retailer → Consumer. Though the channel comprising Grower-Trader-Consumer is most efficient, its share is very less out of the total volume of broiler marketed because of fixed demand by limited number of consumers in this channel. The result shows that the channel involving Broiler Grower-Trader-Retailer-Consumer is most prominent and has higher marketing efficiency in most of the approaches for determining the marketing efficiency.

KEY WORDS : Broiler marketing, Marketing efficiency, Price spread

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