

# Marketing of tomato : A study in Agra district of Uttar Pradesh

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## **ABSTRACT**

A study was conducted in the sample villages of Bichpuri block of Agra district during 2007-08 on the marketing of tomato during the *Rabi* season. Besides 33 villages, 05 wholesalers and 30 retailers were selected from the wholesale and retail markets. The data showed that per holding production of tomato was 40.36 quintals, while its consumption was only 3.10 per cent about 85 per cent tomato was sold in the wholesale market while the sale at the farm was 3 per cent only. The producer's share was the highest in the direct sale, which decreased with the inclusion of intermediaries. Channel I (producer-consumer) was better than the other channels. The farmers were finally advised to organize self-help groups and co-operative societies to get rid of superfluous marketing charges.

**KEY WORDS :** Marketing of tomato

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