

## Marketing cost of *rabi* tomatoes in western Maharashtra

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### ABSTRACT

The present study was undertaken to study economic analysis of tomato production and marketing of tomato. A random sample of 90 tomato growers was taken from 10 villages of Sagnamaner taluka of Ahmednagar district in western Maharashtra. The data were collected by personally interviewing the tomato growers and marketing functionaries. Marketing cost in channel I, II, III and IV was 30.00, 75.75, 84.75 and 53.50, respectively. Marketing margin in channel II, III and IV were 221, 231.5 and 241 respectively. Price spread in channel I, II, III and IV were Rs. 30, 413, 452 and 411 respectively. The efficiency was lowest in channel III and highest efficiency of marketing in channel I i.e. Rs. 1.01 and 27.33, respectively.

### INTRODUCTION

Vegetables are the chief source of vitamins and minerals in human diet. Recommended per capita vegetable requirement is 280 gm/day but availability is only 112 gm/day in India (Astrey *et al.*, 2003). So, there is a need to increase the per capita availability of vegetables.

The prosperity of the cultivators depends not only upon the increased rate of production but also on the method and efficiency with which they disposed of their produce to their great advantage. The efforts of large production are unfruitful until the produce is marketed efficiently.

Many studies on marketing of agricultural products showed that it is not as efficient as it should be to harmonize interest of the producers and consumers and thereby to provide an impetus for sustained growth of agricultural production. The system of marketing in India is supposed to be exploitative, collusive, economically inefficient and operating with high profit margin of intermediaries. The system consists of various malpractices and also deducts unauthorized charges for various reasons which result in the lower prices for produce. Due to perishable nature of tomatoes, the quick and safe disposal over long distance with minimum wastage is very important. The prices are ruled by demand and supply conditions in the market. Price received by producer mainly depends on proper time and

stage of harvesting, grading, packing and forwarding. The seasonal nature of tomato also affects the price in the market. The different systems of sale such as sale in assembling market, terminal market with or without involving intermediaries also affect the prices of tomatoes received by the prices of tomatoes received by the producers. Under some situations growers are forced to accept the prices offered by traders. The producer can realize higher share only when the marketing system as a whole is effective and efficient.

### METHODOLOGY

The study was conducted in western Maharashtra 10 villages having maximum area under tomato cultivation were selected from Sangamaner tehsil of Ahmednagar district. From these 10 villages, 90 respondents were selected by using probability, proportional to size sampling technique. The data were collected personally with the help of an interview schedule. The statistical tools like mean, frequency, percentage were used to draw the inferences.

### RESULTS AND DISCUSSION

#### *Marketing cost incurred by tomato growers:*

The study on marketing cost was undertaken to estimate the per quintal cost of marketing of tomatoes in different markets in *rabi* season. Marketing cost constituted the

#### Key words :

Marketing cost,  
Channel,  
Intermediaries,  
Producer

Accepted :  
December, 2008