

Marketing cost of summer tomatoes in Western Maharashtra

MOHD. ASMATODDIN, V.S.MASKE AND J.N.GHULGHULE

See end of the article for authors' affiliations

Correspondence to :

MOHD. ASMATODDIN

Department of
Agricultural Economics,
Marathwada
Agricultural University,
PARBHANI (M.S.).
INDIA

ABSTRACT

Tomato is one of the most important vegetables grown in India which is used as ripened and as well as other processed item as tomato ketchup, soup etc. Since tomato has medicinal values it is used in some pharmaceutical preparations. The present study was conducted during 2005-06 in western Maharashtra region. The Ahmednagar district was purposively selected due to highest area under tomato crop. Marketing cost accounted highest in channel III Rs 94.75 followed by channel II, IV and I. Marketing efficiency was highest in channel I followed by channel IV, II and III, respectively.

INTRODUCTION

Vegetables have proved to be important supplementary food crops which form an essential part of human diet. Of them tomato ranks first among the processed vegetables and is next to potato in area and production in the world. From the nutritional point of view, tomato has great significance in enriching the food nutrients. It can be processed into various forms like juices, salads, pickles, soup, etc. Introduction of new techniques has resulted into an increased production of tomato.

In western Maharashtra, Ahmednagar district occupies major area under tomato crop. The tomatoes grown from this area are famous for quality and acceptability all over India. In addition, the supporting factors such as overall infrastructure development, increasing demand for tomatoes created better incentives to the farmers to grow tomatoes in this district. The tomato crop is grown in all the seasons *i.e.* *khariif*, *rabi* and summer. However, each season has its own peculiarities in terms of production, demand and supply, costs and prices, market preferences and comparative advantages. The marketing of the farm produce is equally rather more important function from the farmers point of view. Harvesting stage generally depends on the type of market to which the produce is to be sent. For distant markets greenish and half ripened tomatoes are suitable, while for local markets yellowish red to reddish tomatoes are suitable.

There is no specific time for harvesting of tomatoes.

METHODOLOGY

The present study was conducted in Ahmednagar district of western Maharashtra. The multistage random sampling technique was adopted in designing sampling frame for the study. District, tehsil and villages were selected purposively due to highest area of tomato cultivation. 90 farmers from 10 villages and marketing functionaries were selected randomly. Personal interview method was used for data collection regarding marketing cost, cost returns and productivity. For studying marketing aspects, Sangamaner market was selected and for marketing functionaries 10, each wholesaler, trader, processor and retailer were randomly selected. Information was collected with the help of well structured and pretested questionnaire. Tabular, analytical technique with the help of percentage, averages and ratio were used to complete marketing cost, cost incurred by different marketing functionaries. The data pertained to the agricultural year 2005-06. In the study area, the following four important marketing channels were identified in marketing of tomatoes:

Channel-I Producer-consumer (P-C)

Channel-II Producer-wholesaler-retailer-consumer (P-W-R-C)

Channel-III Producer-wholesaler-distant trader-consumer (P-W-DT-C)

Key words :

Marketing cost of tomato, Marketing efficiency, Channel, Retailer

Accepted :
January, 2009