

Fruit marketing cost and marketing margins in the marketing system in Parbhani market of Maharashtra state

A.A. CHAVAN, S.P. KALYANKAR, R.D. SHELKE, P.S. KAPSE AND R.F. THOMBRE

See end of the article for authors' affiliations

Correspondence to :

A.A. CHAVAN
Department of
Agricultural Economic,
Rajiv Gandhi College of
Agriculture,
Marthwada Agricultural
University,
PARBHANI (M.S.)
INDIA

ABSTRACT

An attempt was made to study marketing cost and marketing margins through alternative ways of fruit marketing in Parbhani market. Apple and grape were selected for study as these were the important fruit marketed in Parbhani market. The retailers were scattered all over market region and 30 samples of retailers, were randomly selected for the study. The cost per quintal of marketing apple was Rs. 291.10 while it was Rs. 203.07 in grape. The marketing margin of commission agent was Rs. 106.67 for apple and Rs. 105.15 for grape. While in case of retailer marketing margin was Rs. 383.58 for apple and Rs. 312.49 for grape. The primary wholesalers share in consumer rupee was 62.79 % for apple and 61.21 % for grape.

INTRODUCTION

India ranks third in production of fruit crops after China and USA. It is the world largest producer country for mangoes. Area and production under fruit crops is rapidly increasing to enabling the farmers to rejuvenate their economy. Marketing has been accepted as an ideal 'nexus' between producer and consumer. An efficient marketing system not only helps in profitable disposal of the produce but also at a minimum cost with least spoilage ensuring grower a fair return for his skill. Production process of any commodity ends only when it reaches in the hands of ultimate consumer. The efficiency of marketing is, therefore, judged on the basis of share obtained by producer in the consumers rupee and corresponding satisfaction which consumer gets out of each rupee spent by him.

Apple is an important temperate fruit native of South-West Asia, occupying nearly 5.92 % of the area under fruit in India. The most important apple growing states are Himachal Pradesh, Jammu and Kashmir and hill area of Uttar Pradesh, Arunachal Pradesh, Manipur and Sikkim; though it is not produced in the region of Maharashtra State but is marketed in Parbhani market.

In India, major area under grape is in peninsular India and part of southern state. The principal centre of grape cultivation consists of Nasik, Pune, Aurangabad and Osmanabad

districts of Maharashtra. Grape cultivation faces several problems such as heavy initial investment, long gestation period, high perishability of product and problem of packing, transporting and marketing. Hence, the marketing aspect of apple and grape were studied in Parbhani market.

The specific objective of study was to workout the marketing cost and marketing margins in the marketing system in Parbhani market.

METHODOLOGY

Apple and grape were selected for the study as these were the important fruits marketed in Parbhani market. The retailers were scattered all over the market region hence a sample of 30 retailers was randomly selected for the present study. An appropriate set of questions was prepared and pre-tested before use to meet the objectives. The required information was collected by personal interview method. The data were analysed to meet the objective of the study.

RESULTS AND DISCUSSION

Marketing costs and margins:

The cost and margins for apple and grape for each agency in a channel of sale was worked out. The share of each agency is given in Table 1.

Key words :

Marketing margin,
Primary
wholesaler,
Commission
agent, Retailer,
Marketing cost

Accepted :
January, 2009