

Economic analysis of price spread for tomatoe marketing in Western Maharashtra

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ABSTRACT

The study on economic analysis of price spread for tomatoes marketing in Western Maharashtra was attempted to identify marketing channels, marketing cost, marketing margin price spread and marketing efficiency. The investigation pertained to the year 2005-06, the data collected from 90 tomato grower in ten villages of Sangamner tehsil of Ahmednagar district and the marketing functionaries. The study revealed that price spread in Sangamner tehsil in Channel-III in *kharif*, *rabi* and summer season *i.e.* 48.80, 48.93 and 49.09 per cent, respectively. The marketing margin received by various intermediaries was highest in Chanel-IV 29.14 and 27.51 per cent in *kharif* and *rabi* season, followed by 25.05 per cent in summer season. The marketing efficiency was observed to be the highest in Channel-I 23.19, 27.33 and 26.94 per cent *kharif*, *rabi* and summer season, respectively for achieving maximum profit and reduce intermediaries charges in trade when the produce is in small quantity Channel-I for all season and produce is in large quantity Channel-II in *kharif* and Channel-IV in *rabi* and summer season should be selected in order to safeguard the interest of tomatoes growers.

INTRODUCTION

Tomato is an important vegetable crop in India. It is grown on an area of 4.58 million hectares with the production of 74.62 million tonnes. Tomato is highly nutritious it supplies vitamine and adds variety of flavours and colours to food. It can be used in various stages of growth from fully developed green to red ripe. The urban demand for vegetables exceeds the rural one and as vegetables being highly perishable quick transport and marketing in turns influence the price levels, the steep fluctuations in price line are common phenomenon in marketing of vegetables. These days farming business has not remained stabilized because of more risk and uncertainty in output as well as prices, farmers have diverted their efforts toward growing vegetables rather than growing any other crops because it flows the income throughout the year. The vegetable production which may also create a problem to the farmer, if the disposal is not quick, low production but the farmer get remunerative prices through efficient marketing considering the above facts the study was undertaken in Ahmednagar district of Western Maharashtra on tomatoe with specific objectives: to identify marketing channel and Estimate marketing cost, margin, price spread and marketing efficiency.

METHODOLOGY

A multistage sampling technique was adopted for the selection of district, tehsil, villages and respondent farmers. Ahmednagar district of Western Maharashtra was selected purposively as the first start. The Sangamner taluka was selected on the basis of maximum area under tomato cultivation in three season *kharif*, *rabi* and summer in Ahmednagar district. The Sangamner taluka had better infrastructural facilities like irrigation, transport and market are well developed. Cultivation of tomato is done in three seasons on large scale. From the Sangamner tehsil ten villages having more area under tomato cultivation were selected and finally 90 respondents, thirty each season *i.e.* *kharif*, *rabi* and summer tomato growers were selected. For evaluating the marketing cost, marketing margin and price spread the marketing functionaries *i.e.* wholesaler, retailer and processor were selected. The data on marketing aspects of tomato were collected by personal interview method with the help of pre-tested questionnaire from producer, wholesaler, retailer and processor for the year 2005-06. To analyses the data statistical tools *i.e.* mean, percentage, frequencies and ratio were employed marketing cost and marketing margin were calculated by formulae:

Key words :

Tomato, Price spread, Marketing efficiency, Marketing margin.

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