



Research Article

Price spread, marketing efficiency and constraints in supply chain of mango in Krishnagiri district of Tamil Nadu

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SUMMARY : An attempt has been made to study the price spread, marketing efficiency and constraints in supply chain of mango in Krishnagiri district of Tamil Nadu. Primary data were collected from various stakeholders constituting 240 farmers and 70 intermediaries operating in various levels of supply chain channel. Five supply chain channels were identified based on the varieties *i.e.*, Bangalora, Alphonso, Neelum and Banganapalli which occupied the larger area in the study district. Intermediaries like retailers, wholesalers and pre-harvest contractor or local trader took more profit margin in the channels I, III and IV compared to channel II and V without taking any risk. It could be concluded that channel II and V were found to be beneficial to most of the farmers. The marketing efficiency was much higher in channel II ranging from 4.07 to 7.14 and poor marketing efficiency was found in the channel I and III. From the result it showed that the movement of mango from farmers to consumer at lowest cost consistent in channel II which benefit both farmers and consumer. The major constraint faced by farmers in production was lack of water for irrigation during summer, followed by incidence of pests. The major marketing constraints were cartel among traders and lack of cold storage facilities to enhance the shelf-life followed by unremunerative price and lack of institutional support.

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