

Marketed surplus and price spread in marketing channels of banana

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ABSTRACT

Investigation on marketed surplus and price spread in banana marketing was carried out during the year 2008-2009. About 96 banana growers were selected from Ardhpur tehsil of Nanded district in Maharashtra to determine the marketed surplus. Different intermediaries were also selected to know the cost, margin and price spread in banana marketing. The results revealed that size of banana garden was 1.98 hectares with 439.56 quintals of banana production. The highest quantity of banana production was marketed through Channel-III (Producer-Trader-Wholesaler-Retail shop owner-Consumer) that was 60.38. Per cent. Per quintal price paid by consumer was highest as Rs.800 in Channel-III followed by that of Rs.650 in channel-II (Producer – Merchant – Retailer – Consumer) and Rs.530 in Channel-I (Producer – Vender – consumer). Producer's share in consumer's rupee was highest as 92.98 per cent in Channel-I followed by that of 78.77 per cent in Channel-II and 69.77 per cent in Channel-III. But net price received by producer was the highest as Rs.558.18 in Channel-III followed by Rs.512 and Rs.492.80 in Channel-II and Channel-III, respectively. Price spread was also highest as Rs.241.82 in Channel-III followed by that of Rs.138.00 in channel-II and Rs.37.20 in Channel-I. It inferred that channel-III was found to be the most efficient with respect to producer as well as intermediaries in absolute term.

Key words : Banana, Cost, Margin, Price spread, Intermediaries

Banana (*Musa paradisiaca* L.) is one of the cheapest fruits and is a rich source of energy in the form of sugar and starch. It ranks next to mango in both area and production in India. Nanded is one of the districts in Maharashtra where banana has been grown on large scale with Basrai and Ardhapuri varieties. Producer has to sell his produce immediately after harvest through local as well as long distance markets because the product is perishable.

An individual producer does not have the ability to withhold the sale. Development of preservation and processing technology can help the producer but the intermediaries can play an important role in banana marketing. Thus, large number of functionaries are like vendor, merchant, trader, wholesaler and retailer in different channels of banana marketing. Bad road connecting village to market can hinder cheap and rapid movement of banana produce and restrict its scope for marketing. By keeping in view the above aspects, the present study of marketed surplus and price spread in marketing channels of banana was undertaken.

METHODOLOGY

Present study was undertaken in Nanded district of Maharashtra. It is one of the banana growing districts in the state. It has medium to heavy black cotton soil suitable for banana crop. The district has 16 towns as local banana markets. The large quantity can be disposed through other long distant markets. Multistage sampling design was used for selection of district, tehsil, villages and banana growers. About 96 banana growers were selected from 8 villages of Ardhapur tehsil for determination of marketed surplus of banana. From Nanded city and other towns, vendor, merchants, traders, retailers were randomly selected as ten sample size of each for present study. Cross sectional data related to costs and margins were collected by personal interview method from intermediaries for the year 2008-09. Results were achieved by application of tabular analysis which consisted with mean, percentage and ratio. Village level market market was Channel-I (Producer-Vender-Consumer), Town and city level markets in the state could be considered as channel-II (Producer - Merchant - Retailer - Consumer) and Metropolitan city level market could be considered as Channel-III (Producer-Trader-Wholesaler-Retailshop owner-Consumer).

FINDINGS AND DISCUSSION

The findings of the present study as well as relevant discussion have been summarized under following heads:

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