

Marketing costs and margins of fodder crops in Dharwad district of Karnataka

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Accepted : February, 2010

ABSTRACT

The marketing cost incurred by the producer-seller (Rs.66.61/ tonne) was higher in channel-II than channel-I (Rs. 11.20 / tonne) in case of green fodder marketing. Out of this the transportation cost was the highest (Rs. 37.60 / tonne) which formed 56.45 per cent of the total cost. The marketing cost incurred by the village merchant-cum-commission- agents was higher in channel-II (Rs. 68.82/tonne) in relation to the channel-I (Rs.57.05/tonne). Producer's share in consumer's rupee in channel-I was Rs.90.90/tonne and in channel-II it was Rs.78.02/tonne. The marketing efficiency index was higher (9.99) in channel-I and it in channel II. The marketing cost incurred by producer-seller was higher (Rs. 67.95/tonne) in channel-II as compared to channel-I (Rs.15.35/tonne). The transportation (55.19%) accounted as the major portion. The marketing cost incurred by village merchant-cum-commission agent was Rs.69.54/tonne in channel-II as compared to Rs.56.35/tonne in channel I. The Producer's share in consumer's rupee was found to be highest in channel-I (Rs.85.66/tonne) in relation to channel-II (Rs.68/tonne). The marketing efficiency index was high at 5.97 due to low marketing cost in channel-I while in channel-II, it was low (3.73) due to presence of high marketing cost. When consumer was directly purchasing from the producer-seller in channel-I then he enjoyed higher profit than that of channel-II. In channel-II, there was presence of intermediary and the consumer purchased the fodder at higher cost. In the context of increasing demand for milk, egg and meat in future, there is an urgent need to increase the fodder production providing better infrastructure facilities and efficient marketing network.

Key words : Green fodder, Dry fodder Cost margin, Price spread and Marketing efficiency

Development of fodder is assuming importance in the state Maharashtra due to prevailing drought situation in the last couple of years. Fodder Development Banks have been set up on livestock farms. Fodder development is being taken up on livestock farms and on agricultural lands. India possesses an enormous livestock population of 495 million, which is about 15 per cent of the world livestock population. Whereas, only two per cent of the world's geographical area is under fodder production in the country.

The cultivation and marketing of green fodder has a significant impact on the daily farmers income. The marketing of dry fodder provides supplementary income to the farmers who cultivate food grain crops. It was concluded that institutional support of the fodder sector would positively influence the development of the dairy

industry in the semi-arid tropics (Rajagopal, 1995).

Therefore, maximization of fodder production per unit area and time within the existing farming systems and by utilizing marginal, sub-marginal dry lands for developing fodder resources is essential. Owing to simultaneous efforts by genetic upgradation of the livestock as well as fodder resources by several improved cultivation practices like, the introduction of suitable varieties of grasses and legumes and by bringing vast culturable and unculturable wastelands (158 million hectares in India), which are not suitable for crop production. Fodder is recognized as a commercial feed crop for variety of animals, its marketing management plays a vital role to get better profit. There are number of intermediaries involved in marketing of fodder crops and there are different marketing channels. Hence, this study was taken up to know the marketing performance of fodder crops in Dharwad district.

METHODOLOGY

In erstwhile Dharwad district Dharwad, Hubli and Kalaghatagi taluks were selected for the study as the fodder cultivation was concentrated in these taluks. Three villages each having maximum area under fodder cultivation in these selected taluks were chosen for the study. From each these of villages five farmers cultivating fodder crops were selected. From these selected farmers

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