

# Economic analysis of wheat marketing in Vindhyan plateau of Madhya Pradesh

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## ABSTRACT

The present study was an attempt to work out the marketable surplus, marketed surplus, factor affection of marketed surplus, marketing cost, marketing margin, price spread and producer share in consumer's wheat using different marketing concepts at different size of farms in Vindhyan plateau of Madhya Pradesh. The study is based on primary data collected from 132 cultivators belonging to three categories namely, small farms (63), medium farms (47) and large farms (22). The marketable surplus of wheat was found to be highest on large size of farm while marketed surplus was highest on medium size of farm. The distance from mandi and family size showed negative impact on marketed surplus. The marketing cost, marketing margin, price received by the farmer and price spread were found to be highest in channel seconds as compared to channel first and channel third while producer's share in consumers rupees was found to be highest in channel third as compared to other channels.

**KEY WORDS :** Marketable surplus, Marketed surplus, Marketing cost, Price spread, Producer share

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