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## RESEARCH PAPER

# Retailing of vegetables in peri-urban market in Tamil Nadu

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## ABSTRACT

Vegetable production in urban area and marketing could bring significant gain to farmers. However, when there are more intermediaries between the farmers and consumers the marketing efficiency is low. Since, the distance between peri-urban and urban markets is relatively less than long distance market. Farmers can directly sell their products to the consumers through the institutional facilities. In Coimbatore district farmer's shandys facilitate direct sales for farmers to consumers. Periyanaickenpalayam block vegetables growers' society procures vegetables from the farmers and sells them directly to the consumers and other institution markets. A study was undertaken to study the factors influencing farmers' preferences for selling vegetables to society. Farmers got better price when produce was sold through the society the sales through the society is gaining momentum with the Compound Growth Rate (CGR) of 12 per cent. Strengthening the infrastructure facilities in terms of cleaning and grading, centres and modern retail outlets will further increase the performance of the society and provide improved gains to farmers and consumers.

**KEY WORDS :** Retailing, Peri-urban, Vegetable,

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