

Research
Paper

Price spread, marketing efficiency and constraint in marketing of mango in South Gujarat region

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ABSTRACT

Present study was undertaken to examine the price spread, marketing efficiency and constraint in marketing of mango in south Gujarat region. On the basis of larger area under mango, Pardi Taluka of Valsad district was selected for study purpose. The investigation was based on the farm level data obtained by survey method from the sample of 70 cultivators from 7 villages for the year 2007-08. The price spread ranged from (0.58%) in channel I to 62.35% channel IV of the consumer rupee. The producers share in consumer's rupee was maximum in channel-I (99.42%). In marketing of mango, the price spread was lowest in channel I (Rs. 1.27) and highest in channel IV (Rs. 115.72). It could be concluded that channel I *i.e.* producer to consumer was most beneficial to farmers. The marketing efficiency was much higher in channel I (170.93) and poor marketing efficiency in channel IV. The major problems faced by mango grower were lack of cold storage facility and high cost of transportation.

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Key words : Constraint, Mango, Marketing efficiency, Price spread

INTRODUCTION

India is the largest fruit producing country in the world and ranked first in terms of area under mango during 2006-07. Efficient marketing of mango plays an important role in increasing the producer's share in the consumer's rupee. In India mango marketing is mainly in the hands of middleman like fruit merchant, wholesaler, co-operative society, etc. Hence, the producer is only a price receiver. In the process of marketing the producer has to incur various marketing costs. The costs are determined by the performance and efficiency of different marketing functionaries in different channels which in turn influence the return to the producer. In this context, there is a need for the study of efficiency of marketing channels in the marketing of mango that cultivates and marketed extensively in the study area. This paper examines the price spread and the relative efficiency of different market channels for mango.

The objectives of the study were to identify the marketing channels, estimate the price spread for the marketing channels, estimate the marketing efficiency and to analyse the constraints in marketing of mango.

MATERIALS AND METHODS

On the basis of maximum area under mango, Pardi Taluka of Valsad district in south Gujarat region was selected. About 70 mango growers from 7 villages of Pardi Taluka were selected and classified as Small (1.01 to 2.0 ha), Medium (2.01 to 4.0 ha) and Large (more than 4.0 ha) farmers group. To study the efficiency of channels in the marketing of mango, the total market functionaries were considered under five groups *i.e.* commission agent, pre-harvest contractor, fruit merchant, Co-operative society and wholesaler/ retailer.

The primary data regarding marketing cost, constraints of marketing and channels were collected from the farmers for the year 2007-08 through the pretested structured schedules. The secondary data were obtained from the offices of relevant Government departments and regulated markets. Thus, the collected data were analyzed for price spread. The marketing efficiency of various markets was worked out by modified method using Shepherd's formula.

$$MME = RP / (MC + MM) - 1$$