



Research Paper

Producer's share in consumer rupee in marketing of fresh grapes

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ABSTRACT : The present investigation was conducted in Bijapur district of Karnataka to examine the producer's share in consumer rupees its and market efficiency. The study was based on primary data obtained from 60 grape growers, 10 pre-harvest contractors, 10 wholesalers and 10 retailers. Descriptive statistics was used to analyse the data. The study revealed that there were two major channels of marketing involving pre-harvest contractors and wholesalers through which the fresh grape moved from producers and consumers. This channel was found to assure greater share to producers in consumer's rupee (79.07%) and efficient with an market efficiency index of 2.37. The analysis of price spread and marketing margins revealed that pre-harvest contractors cornered 3577/ tonne, while retailers accounted for 2033/ tonne. The price-spread was higher in channel-I (pre-harvest contractor) presumably due to higher marketing costs and profits. There is possibility of enhancing the grower's share by scaling down the marketing costs particularly commission charges and transportation charges.

KEY WORDS : Consumer rupee, Marketing margins, Producer share, Price spread, Market efficiency, Marketing intermediates

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INTRODUCTION

Marketing helps producer in disposal of produce ensuring reasonable returns for his hard work. Production process is not complete until the produce reaches the hands of final consumer. Marketing efficiency depends largely on the costs, margins and producer's share in consumer's rupee. An efficient marketing system is a pre-requisite for ensuring remunerative price to the growers.

Grapes is one of the most important fruit crops grown in India mainly in Karnataka, Maharastra, Andhra Pradesh. Grapes is cultivated predominantly in Bijapur, Bagalkot, Bangalore and Kolar districts of Karnataka. The area under the crop has been increasing at an annual growth rate of 10.64 per cent and Karnataka has become an important grape growing state in the country. Marketing is equally important for commercial fruit crops like grapes. Keeping this in view the above study was undertaken with the following objectives :

- To identify distribution channels.
- To determine costs and margins of various market

intermediaries.

- To study the price spread and to compute market efficiency of distribution channels.

MATERIALS AND METHODS

The present study was conducted in Bijapur district of Karnataka. Bijapur district is in northern part of Karnataka. Bijapur district has very congenial climate and soil suitable for grape cultivation. Among grape growing districts of the state, Bijapur district was selected for the study. This forms the first stage of sampling procedure. Grapes is being cultivated in all the Taluks of Bijapur district. However, larger area is concentrated in Bijapur Taluk. Hence, this Taluk was selected for study which formed second stage of sampling procedure. Further, a list of villages cultivating grapes in Bijapur Taluk was prepared with the help of Assistant Director of Horticulture. From the list, five leading villages in grape cultivation were randomly selected. This was the third stage of sampling. From each village, 12 grape growers were selected thus marking a