



Research Paper

## Marketing practices of kinnow farmers in Punjab

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**Paper History :**

Received : 11.02.2012;

Revised : 13.05.2012;

Accepted: 15.07.2012

**ABSTRACT :** Kinnow cultivation has obtained the status of independent citrus industry in Punjab and is credited to bring golden revolution in the state. Owing to new technologies for obtaining higher yield, better quality fruit, increasing shelf life farmers know well about how to produce good quality fruit but sometimes fail to get good returns due to lack of knowledge of proper the marketing practices. Kinnow growers face more problems in marketing rather than in its production. These problems are faced more by the small and medium farmers. The present study was conducted to understand the marketing practices of small and medium kinnow farmers in in Abohar Tehsil of district Ferozepur in Punjab. It was found that mostly small farmers were selling their produce locally as their produce was too small in quantity to be sold to contractors. None of the small or medium farmers was processing the fruits as they did not have the required knowledge to process and consider that the work of processing required a lot of time and energy. Lack of cheap transportation facilities and lack of proper packaging material were the main marketing problems felt by farmers.

**KEY WORDS :** Kinnow, Marketing practices, Promotion, Processing

**HOW TO CITE THIS PAPER :** Goyal, Pratibha, Goyal, Mini and Singh, Ajayvir (2012). Marketing practices of kinnow farmers in Punjab, *Internat. Res. J. agric. Eco. & Stat.*, 3 (2) : 249-252.

## INTRODUCTION

Kinnow, a citrus fruit, large globular in shape and orange in colour, is a hybrid of two citrus cultivars-king (*Citrus nobilis*) and yellow leaf (*Citrus dediciosa*). it is known for its high juice content, special flavour and is a rich source of vitamin C. Kinnow was first introduced for commercial cultivation in 1935 in India and later in 1954 in Punjab by Punjab Agricultural University, Regional Fruit Research Station, Abohar (Aulakh *et al.*, 2008). Since then, it has emerged an important fruit in terms of profit and area under its cultivation. In Punjab, the area under kinnow was 500 hectares in 1970 which increased to 27606 hectares in 2006-07 and 40,000 hectares in 2009-10 (Singh, 2011). In the year 2009-10 as much as 876358 M. ton of kinnow was produced in Punjab which was 64.20 per cent of total fruits grown (1365063 M. Ton) in the state during that year. An inter district comparison reveals that nearly 70 per cent of the kinnow is cultivated in south-west zone, popularly known as cotton belt of Punjab, comprising of Abohar, Ferozepur and Bathinda. Besides this, a considerable amount of kinnow is cultivated in sub-mountainous areas of Hoshiarpur, district Punjab. During 2009-2010 Ferozepur produced the maximum quantity (54.55 %) of kinnow (478022 M. Tons) which was followed by

Hoshiarpur 14.62 per cent (128124 M. Tons), Mukatsar Sahib 13.29 per cent (116448 M Tons) and Bathinda 6.61 per cent (57935 M. Tons) (Anonymous, 2011).

Kinnow cultivation has obtained the status of independent citrus industry in Punjab and is credited to bring golden revolution in the state. New technologies for obtaining higher yield, better quality fruit, increasing shelf-life under the conditions of Punjab are being developed. Farmers know well about how to produce good quality kinnow but sometimes fail to get good returns due to lack of knowledge of proper marketing practices. On an average, marketable surplus on small, medium and large farms was worked out to be 96.34, 97.72 and 98.74 per cent, respectively of total kinnow production. In the current season also despite good production, the farmers face problems in marketing of kinnow as the bumper crop of orange in Nagpur has reduced kinnow demand. The growers have got much lower price as compared to the last year and it is reported that over 40 per cent of kinnow crop still lies in the orchards (Watts, 2012). Generally, kinnow growers are found marketing their produce through pre-harvest contractor who gives the produce to the wholesaler. From wholesaler, the produce goes to the retailer. About 70 per cent of the marketable surplus is sold through the pre-harvest