



Research Paper

Commercialization of meat production and marketing practices of garole sheep in West Bengal

■ **Arnab Roy and M. N. Venkataramana**

See end of the paper for authors' affiliations

Correspondence to :

Arnab Roy

Department of Agricultural Economics, University of Agricultural Sciences (G.K.V.K.), Bengaluru (Karnataka) India
Email : royarnab_94@rediffmail.com

ABSTRACT : A study conducted in West Bengal elicits sheepmeat production cost and marketing. Two districts South 24-parganas (Sunderban region) and Kolkata were selected because in these two districts garole sheep were dominating against local breed. The data permit examination of goat meat demand of ethnic populations and the diversity among the states surveyed. Market value analysis of sheep reveals that at less than 3 months of age, the garole sheep with weight of less than 15 kg have market value of Rs. 3500 to Rs. 5000 where 23.33 per cent of rearers prefer to sell their sheep at this stage. The major income was obtained from the sale of sheep (which includes sale of lamb, rams and adult ones). The average numbers of animals sold are 7 garole sheep per year and the net returns obtained Rs. 18,620 per flock per year. The study also examined the determinants of profitability of sheep marketing in the study area. Data generated were analysed using descriptive statistics (tables, frequencies, percentages and means) and regression analysis. However, average price of feed, average price of shed and average price of commission charges) were significant at 1 per cent level of significance and also had a direct relationship with the profit from sheep marketing. Price of labour and price of transportation are negatively related with the profitability of marketing of sheep. Susceptibility to disease were the important deterrents for discouraging sheep farming followed by unavailability of breed and lack of interest towards sheep rearing.

KEY WORDS : Garole sheep, Lamb, Regression analysis, Profitability, Breed

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