



Research Paper

## Price spread and marketing of mustard in Banaskantha district of Gujarat state

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**ABSTRACT :** The study revealed that, in marketing of mustard crop, the producer's net receipt was Rs.1592.55 per quintal in Palanpur market, which was equivalent to 87.54 per cent of consumer's price. The total marketing costs incurred by the producer was Rs.32.45*i.e.*, 1.78 per cent of consumer's price. The wholesalers enjoyed the margin of Rs. 62.63 per quintal (3.44 %) of the consumer's price and his total marketing cost was Rs.45.62 per q (2.51 %) of consumer's price.

**KEY WORDS :** Price spread, Mustard, Production process

**HOW TO CITE THIS PAPER :** Patel, I.S., Thakar, K.P., Sadhu, B.R., Patel, V.M. and Jadav, K.S. (2012). Price spread and marketing of mustard in Banaskantha district of Gujarat state, *Internat. Res. J. agric. Eco. & Stat.*, **3** (2) : 219-221.

**Paper History :** Received : 21.10.2011; Revised : 28.04.2012; Accepted : 25.06.2012

### INTRODUCTION

Marketing of mustard plays an important role in the production process of this crop. The efficient marketing provides higher returns to the producers and greater satisfaction to the consumers by reducing the marketing cost. The price spread means the difference between price paid by the ultimate consumer and the price received by the producer of the same quantity of the produce. Marketing margins refers to the all cost incurred by the various marketing functions and profit earned. The marketing costs and margins influence the return to the producer on one hand and cost to the consumer on other hand.

The knowledge of price spread helps for improvement in operational efficiency of marketing system and optimizes the margins and reduces the costs. Despite the prominent position of mustard in the cropping pattern of the farmers, no serious attempts have been made to find out the problems associated with the production and marketing of the crop increasing the productivity and income of the farmers. The present study relates to a specific analysis and appraisal of economics and marketing of mustard crop in the Banaskantha district. Banaskantha district was purposively selected for the study, as it contributes

maximum area for cultivation of mustard crop in North Gujarat. This study was under taken with the following objectives to estimate the marketing cost and margins in the marketing of mustard crop and to study the price spread in the marketing of mustard crop.

### MATERIALS AND METHODS

Information regarding the cost of production of mustard for the year 2006-2007 was collected from the selected farmers. The sample consisting of 60 farmers from four villages of Deesa and Dhanera talukas of Banaskantha district were selected randomly. The techniques of simple average, tabular analysis and weighted average were adopted for identifying and comparing the cost structure, output price and net profit obtained by selected farmers according to their size of holding (*i.e.*, small, medium and large) and for whole study area.

### RESULTS AND DATA ANALYSIS

The price spread of mustard for Palanpur and Deesa markets at different trade levels for the year 2006-2007 is as under.