



Research Paper

Marketing cost, market margin and price spread in Ber

■ M.V. THORAT AND R.D. SHELKE

See end of the paper for authors' affiliations

Correspondence to :

M.V. THORAT

Department of
Agricultural Economics,
College of Agriculture
(M.P.K.V.), LATUR
(M.S.) INDIA

Paper History :

Received : 06.06.2012;

Revised : 05.07.2012;

Accepted : 08.08.2012

ABSTRACT : The investigation was made to know the marketing cost, market margin and price spread in Ber. The study was conducted in twelve villages of Beed and Kaij Tehsils of Beed district of Maharashtra. Three marketing channels were noticed in sale of ber viz., Channel-I Producer -Consumer, Channel-II Producer-Commission agent-Retailer-Consumer and Channel-III Producer-Commission agent-Wholesaler-Retailer-Consumer. Quantity sold through Channel-III was higher. Per quintal marketing cost by producer worked out was to be Rs. 93.44 which was high because of heavy charges by commission agent followed by transport and packing material. From the various items of the marketing cost major contributing factors were commission charges which was highest (28.37 %) followed by, transport charges (20.56 %) and grading and packing charges (20.25 %), packing material (18.06 per cent. Marketing cost incurred by wholesaler in Latur market, retailer in Latur market and retailer in Beed market was Rs. 40.48/q, Rs. 90.42 /q and Rs. 78.39/q, respectively. The total marketing cost incurred by retailer was more because of high transport charges and more losses during transport. Price spread of ber in Beed and Latur markets have been studied. In the process of marketing of ber in Beed and Latur markets, producers were getting only 60.96 per cent and 42.30 per cent of the consumer's rupee, respectively. The rest of the rupee was swallowed by the market expenses incurred by producer, expenses and margins of retailer in Beed market and Latur markets.

KEY WORDS : Ber, Market cost, Margin, Price spread

HOW TO CITE THIS PAPER : Thorat, M.V. and Shelke, R.D. (2012). Marketing cost, market margin and price spread in Ber, *Internat. Res. J. agric. Eco. & Stat.*, 3 (2) : 322-325.

INTRODUCTION

Ber is perishable commodity and its very small portion is consumed by farm families, therefore farmers have more marketable surplus. In specialized farming, the producers who are in a position to adjust their production to demand reap the maximum benefit of the market. The element of time is an important factor in marketing of agricultural produce in general and fruits and vegetables depend very largely on the rapidity with which they can be transported to the market. Efficient marketing should be such that the produce should reach the consumer in good state without damage, with less cost and within a short time after the produce is harvested. In the light of above, the present study was undertaken to know the marketing cost, margin and price spread in Ber.

district, tehsils, villages and Ber growers. At first stage, Beed district was purposely selected on the basis of availability of Ber garden. At second stage, two tehsils of Beed district were selected on the basis of highest area under sole fruit crop of Ber. The selected tehsils were Kaij and Beed. At third stage, from each selected tehsil six village clusters were selected on the basis of availability of Ber garden. In the fourth stage, separate list of Ber growers was taken from each village cluster and from that list, four Ber growers were selected randomly. The cross sectional data were collected from forty eight growers. The data were collected and converted into tabular form then statistical tools like frequency and percentages were used to draw the meaningful conclusions.

RESULTS AND DATA ANALYSIS

The findings of the present study as well as relevant discussion have been summarized under the following heads:

MATERIALS AND METHODS

Multistage sampling design was adopted in selection of