



Research Paper

Constraints faced by cabbage growers and nature of marketing in north Karnataka

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ABSTRACT : The study was conducted in Belagavi and Haveri districts of Northern Karnataka during 2015-16 to know the nature of marketing of cabbage. The findings of the study depicts that 57.50 per cent of cabbage growers get the market information from the others who visits market followed by mobile (32.50%) and personally visiting market (10.00%), respectively. Exactly equal (40.00%) per cent of the respondents were using mini tempo and truck as the means of transport. More than half (57.50%) of the respondents sold their produce to the village merchants followed by commission agents (33.33%) and consumers (9.17%). Further, farm gate (57.50%) acted as the major venue for marketing followed by exactly equal (16.67%) per cent of respondents sold their produce in local agricultural produce marketing committee (APMC) and distant markets and meager (9.16%) of respondents sold produce directly to the consumers. The problem of pest and disease in production and fluctuation in market price in marketing ranked first in constraints faced by the cabbage growers.

KEY WORDS: Cabbage, Nature of marketing, Constraints

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