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Research Paper

Economic analysis of marketing channel of grapes in Maharashtra

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ABSTRACT : A study was conducted on the economics of marketing channels of Grapes in Vashi APMC fruit market of the Mumbai, Maharashtra as APMC Vashi is the biggest in Asia for wholesale agricultural produce. The simple random method was used to select the appropriate unit of marketing functionaries. Necessary Primary data were obtained from the sample respondents through personal interview method with the help questionnaire for the year 2014-15. The production of grapes all over the world is currently 69 million tonnes out of which India accounts for 2.2 million tonnes of grapes making a share of 1.51 per cent of the total world production and 3 per cent of the total fruit production in the country. This paper reviews the grape industry in terms of marketing channels and tries to estimate the marketing costs, margins and Price spread in the channel identified. Major channel of marketing revealed that the producers get the maximum share in the consumer rupee *i.e.* 40.00 per cent.

KEY WORDS : Grapes, Marketing channel, APMC Vashi

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