

RESEARCH PAPER

Marketing channels and constraints in stall fed and grazing methods of sheep and goat rearing in Dharwad district

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ABSTRACT

The present study was conducted in Dharwad district 2018-19. The multistage random sampling technique was selected for the study. For the study, 2 taluks of Dharwad district namely, Dharwad and Navalgund taluk were purposively selected to throw light on the study. These 2 taluks have highest number of sheep and goat population and stall fed units in the study area. From each taluk, 8 villages with highest population of sheep and goat and 3 stall fed units and from each village 5 sheep and goat rearing farmers were selected randomly for the study. For obtaining information related to marketing of sheep and goat, 5 village merchant, 5 wholesalers and 5 retailers (butchers) were selected. The price spread was lowest in channel-III (butcher) due to the absence of more number of market intermediaries in marketing of sheep and goat. High cost of shed construction was found to be the major constraint in the stall fed rearing and shrinkage of grazing land in case of grazing method of sheep and goat rearing.

KEY WORDS : Marketing channels, Intermediaries, Producer's share in consumer's rupee, Price spread, Consumer purchase price, Shrinkage of grazing land, Kidding

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In spite of different sheep and goat improvement practices in errand in different states of the country, sheep raising still continues being a wandering proposal and as such generally stressed to poor and landless people. For scanty sensible brushing lands in

most of the states, the shepherds keep moving their gatherings over expansive districts inside or even in the neighboring states. Sheep raising is thusly practiced in an expanded structure dependent upon the region and the territory.

With diminishing area for touching sheep/goat the escalated arrangement of sheep/goat raising (stall feeding) is grabbing bit by bit in the state. In this framework feed is developed solely for encouraging sheep/goat and grub is changed over to silage. Silage is bolstered to sheep/goat every day fusing urea and mineral blend. Crisp green Lucerne is enhanced day by day @

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0.4 kg/sheep or goat as a protein source. In slow down bolstering technique, chose developed grasses are reaped physically and day by day sustained to animals in their lodging territory. In any case, the short existence of collected green grass is just two days. There will be serious deficiency of green grass in summer, dry season and common catastrophes. The wastage of grain is additionally more. Every one of these variables has required the ensiling of crisp green grass when they are plenteous. Silage means saved green grass created by anaerobic maturation of a harvest high in dampness content. The holder used to make silage is called storehouse. In an all around fixed storehouse, grub can be put away for longer period without loss of value.

Sheep/Goat farming is for the most part in the flimsier segments of the network, which either don't have land, or their property possessions are small to the point that yield development does not give gainful business all the year. Further, in the significant sheep/goat raising zones, touching and stock watering assets are accessible just for a couple of months in a year, convincing shepherds to have an itinerant existence. Because of absence of training, the sheep/goat proprietors are not ready to acknowledge and receive improved cultivation rehearses, which even generally are not brought to them by augmentation specialists. Sheep/Goat farming has accordingly stayed in a disregarded state. Relocation and touching practices affect the present status of sheep/goat cultivation in the nation. Over the most recent couple of decades, the administration strategies of securing woodland zones and not allowing sheep runs to brush to touch have carried monstrous tragedies to the sheep/goat farmers. Sheep/Goat convert inadequate harsh vegetation to meat. Sheep/Goat farming give meat, wool, skin and compost. There is a huge unsatisfied market for sheep in the nation. There is likewise an incredible possibility for fare of sheep particularly to Gulf and Middle East nations.

METHODOLOGY

The multistage random sampling was followed for the selection of taluks, villages, farmers and market intermediaries maintaining sheep and goat. Dharwad district was purposively selected for the study. From Dharwad district, 2 taluks namely, Dharwad and Navalgund taluk were purposively selected to throw light on the study. These 2 taluks have highest number of

sheep and goat population and stall fed units in the study area. In Dharwad taluk 8 major villages namely Aminabhavi, Shivalli, Hebbali, Mansur, Garag, Harobelvadi, Govankoppa and Kallur and in Navalgund taluk 8 major villages namely Morab, Navaladi, Tirlapur, Gudisagar, Ballur, Gummagol, Gobbaragumpi and Alagawadi were selected for the study based on the maximum number of sheep and goat population and from each taluk 3 stall fed units were selected for the study. From each selected village 5 respondents rearing sheep and goat were selected through random sampling technique and from each taluk 3 stall fed units were selected. Thus, the total sample size was 86 respondents from sheep and goat rearing farmers were collected. Similarly, to elicit information about market intermediaries were selected from each taluks 5 village merchants, 5 wholesalers cum commission agent, 5 retailers (butchers) were selected randomly. Thus, the total sample size was 116. The primary data was collected from the sample respondents through personal interview method with pre-tested questionnaire. The primary data was collected from the sheep and goat rearing farmers, stall fed units, market intermediaries related to detail of the objectives. The data pertaining to the agricultural year 2018-19.

ANALYSIS AND DISCUSSION

Marketing channels through which sheep and goat in the study were marketed from the farmers to the ultimate consumers. The three channels were identified in the marketing of sheep and milk viz.,

- Farmer-Village merchant-Butcher-Consumer
- Farmer-Wholesaler-Butcher-Consumer
- Farmer-Butcher-Consumer

Table 1 shows the cost incurred by village merchant in different channels. The marketing cost incurred by the village merchant is only in case of channel-I where they collect sheep and goat from rearers. The cost incurred by village merchant was Rs. 9.50 out of which transportation charges contribute maximum of Rs. 3.00 (31.50%) per animal, followed by miscellaneous charges of Rs. 2.50 (26.31%) per animal, loading and unloading charges of Rs. 2.00 (21.05%) per animal and commission charges of Rs. 2.00 (21.05%) per animal. Marketing cost incurred by village merchant was very high in transportation cost because village merchant has to transport sheep/goat from village to the main market or to butcher and also they have to feed the animals for

Sr. No.	Particulars	Channel-I (Village merchant)	Percentage
1.	Loading and Unloading charges	2.00	21.05
2.	Transportation charges	3.00	31.50
3.	Commission charges	2.00	21.05
4.	Miscellaneous charges	2.50	26.31
	Total	9.50	100.00

one or two days. These findings are confirmed by the studies made by Tamador Elkhansaa (2016).

Table 2 shows the cost incurred by wholesaler in different channels. The marketing cost incurred by the wholesaler is only in case of channel-II where they collect sheep and goat from rearers. The cost incurred by wholesaler was Rs. 12.50 out of which transportation charges contribute maximum of Rs. 3.50 (28.00%) per animal, followed by loading and unloading charges of Rs. 3.00 (24.00%) per animal, commission charges of Rs. 3.00 (24.00%) per animal and miscellaneous charges of Rs. 3.00 (24.00%) per animal. Marketing cost of wholesaler was very high when compared to the marketing cost of village merchant because the wholesaler bearing higher amount of transportation cost and bearing feed cost of animals. These findings are confirmed by the studies made by Srivastava and Saraswat (2006).

Table 3 shows the cost incurred by butcher in different channels. The marketing cost incurred by the butcher in case of all the three channels *i.e.*, channel-I, channel-II and channel-III where they collect sheep and goat from village merchant, wholesaler and rearers and

sell to ultimate consumers. The cost incurred by butcher in channel-I was Rs. 7.75 out of which transportation charges contribute maximum of Rs. 3.25 (41.93%) per animal, followed by loading and unloading charges of Rs. 2.50 (32.25%) per animal and miscellaneous charges of Rs. 2.00 (25.80%) per animal. The cost incurred by butcher in channel-II was Rs. 8.00 out of which transportation charges contribute maximum of Rs. 3.50 (43.75%) per animal, followed by loading and unloading charges of Rs. 2.50 (31.25%) per animal and miscellaneous charges of Rs. 2.00 (25.00%) per animal. The cost incurred by butcher in channel-III was Rs. 7.25 out of which transportation charges contribute maximum of Rs. 2.75 (37.93%) per animal, followed by loading and unloading charges of Rs. 2.50 (34.48%) per animal and miscellaneous charges of Rs. 2.00 (27.58%) per animal. Marketing cost incurred by butcher was less as compared to both village merchant and wholesaler. Butchers also bear high transportation charges. These findings are confirmed by the studies made by Ramesh *et al.* (2012).

Sheep and goat passed through various intermediaries from farmer to reach ultimate consumers.

Sr. No.	Particulars	Channel-II (Wholesaler)	Percentage
1.	Loading and Unloading charges	3.00	24.00
2.	Transportation charges	3.50	28.00
3.	Commission charges	3.00	24.00
4.	Miscellaneous charges	3.00	24.00
	Total	12.50	100.00

Sr. No.	Particulars	Channel-I	%	Channel-II	%	Channel-III	%
1.	Loading and Unloading charges	2.50	32.25	2.50	31.25	2.50	34.48
2.	Transportation charges	3.25	41.93	3.50	43.75	2.75	37.93
3.	Commission charges	-	-	-	-	-	-
4.	Miscellaneous charges	2.00	25.80	2.00	25.00	2.00	27.58
	Total	7.75	100.00	8.00	100.00	7.25	100.00

The intermediaries involved rendered by services in the process of marketing of sheep and goat with a view to earn some profit. The quantum of margin of the intermediaries serves as an indicator of the efficiency for the marketing system. In order to have clear picture of marketing, price spread and producer's share in consumer's rupee under different channels were worked out. The marketing cost and margins of intermediaries involved in the marketing of sheep and goat in market are given in Table 4, the producer's share in consumer's rupee in channel-I was observed 90.52 per cent with a price spread of Rs. 874.48 per animal.

The marketing cost and margins of intermediaries involved in the marketing of sheep and goat in market are given in Table 4, the producer's share in consumer's rupee in channel-II was observed 90.47 per cent with a price spread of Rs. 852.42 per animal, which was less efficient than the channel-III, because in this channel marketing cost of intermediaries was high.

The marketing cost and margins of intermediaries involved in the marketing of sheep and goat in market are given in Table 4, the producer's share in consumer's rupee in channel-III was observed 95.15 per cent with a

price spread of Rs. 407.61 per animal. This channel was found to be the most efficient since, the marketing cost was lowest compared to other channels because of less involvement of intermediaries. These findings were in conformity with those of Omar *et al.* (2013).

Table 5 explained the constraints faced by stall method of sheep and goat rearing farmers as expressed by the Garret's analysis. The constraint of high cost of shed construction was the major constraint expressed by the rearer respondents. According to Garret's ranking the mean score of high cost of shed construction was 78.33 (I rank), followed by high feed cost (II rank with a mean score of 76.50), high cost of skilled labour (III rank with a mean score of 60.50), lack of land for fodder cultivation (IV rank with a mean score of 54.83), inadequate market facilities (V rank with a mean score of 52.00), lack of veterinary services (VI rank with a mean score of 51.50), kidding not as per anticipation (VII rank with a mean score of 43.33), mortality of animals (VIII rank with a mean score of 33.50), weight gain not as per anticipation (IX rank with a mean score of 31.16) and fear of theft (X rank with a mean score of 27.16). These findings were in conformity with those of Kumar

Table 4 : Marketing costs, margins and price spread in marketing of sheep and goat

Sr. No.	Particulars	Channel - I	Channel - II	Channel - III
1.	Farmer			
	Price received by the farmer	8,350	8,100	8,000
2.	Village merchant			
	Purchase price	8,350	-	-
	Marketing cost	9.50	-	-
	Marketing margin	417.97	-	-
	Selling price	8,777.47	-	-
3.	Wholesaler			
	Purchase price	-	8,100	-
	Marketing cost	-	12.50	-
	Marketing margin	-	405.62	-
	Selling price	-	8,518.12	-
4.	Butcher			
	Purchase price	8,777.47	8,518.12	8,000
	Marketing cost	7.75	8.00	7.25
	Marketing margin	439.26	426.30	400.36
	Selling price	9,224.48	8,952.42	8,407.61
	Consumer purchase price	9,224.48	8,952.42	8,407.61
	Price spread	874.48	852.42	407.61
	Producer's share in consumer's rupee	90.52	90.47	95.15

Table 5 : Garret scores of constraints of stall fed sheep and goat rearing			(Garrett's score)
Sr. No.	Constraints	Mean score	Rank
1.	High cost of shed construction	78.33	I
2.	High feed cost	76.50	II
3.	High cost of skilled labour	60.50	III
4.	Lack of land for fodder cultivation	54.83	IV
5.	Inadequate market facilities	52.00	V
6.	Lack of veterinary services	51.50	VI
7.	Kidding not as per anticipation	43.33	VII
8.	Mortality of animals	33.50	VIII
9.	Weight gain not as per anticipation	31.16	IX
10.	Fear of theft	27.16	X

Table 6 : Garret scores of constraints of grazing sheep and goat rearing			(Garrett's score)
Sr. No.	Constraints	Mean score	Rank
1.	Shrinkage of grazing land	77.46	I
2.	Exploitation by middlemen	75.53	II
3.	Lack of quality feed	56.58	III
4.	Water scarcity in summer	55.33	IV
5.	Absence of vaccination practice	51.57	V
6.	Inadequate market facilities	47.63	VI
7.	Attack by wild animals	45.17	VII
8.	Seasonal diseases	34.61	VIII
9.	Road accidents	28.62	IX
10.	Lack of security to shepherds and sheep and goat	28.46	X

and Shukla (2017).

Table 6 depicted the results of Garret's ranking analysis of constraints associated with grazing method of sheep and goat rearing farmers. Among different factors considered, the Shrinkage of grazing land was the major constraint expressed by sheep and goat rearers with a mean score of 77.46 (I rank), followed by exploitation by middlemen (II rank with a mean score of 75.53), lack of quality feed (III rank with a mean score of 56.58), water scarcity in summer (IV rank with a mean score of 55.33), absence of vaccination practice (V rank with a mean score of 51.57), 'inadequate market facilities (VI rank with a mean score of 47.63), attack by wild animals (VII rank with a mean score of 45.17), seasonal diseases (VIII rank with a mean score of 34.61), road accidents (IX rank with a mean score of 28.62) and lack of insecurity to shepherds and sheep and goat (X rank with a mean score of 28.46). The grazing land is

decreasing due to the increasing construction of building, forest act, grazing act, etc. so this constraint got assigned first rank. The middlemen are exploiting sheep and goat rearers due to the absence of regulated markets and absence of organized marketing agency. These findings were in conformity with those of Kumar and Shukla (2017).

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B. Priyanka and C. Murthy

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