

Research Note

## Constraints in production and marketing of milk in Shimoga district of Karnataka state

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**SUMMARY :** A study on constraints in milk production and marketing of milk in Shimoga district of Karnataka state was carried out during 2004-05. Livestock keeping in old days aimed as to obtain draught power for farming, milk production was not given due importance by them. In recent years changing structure of economy and increased demand for milk, gave momentum for dairy farming. However, there appeared to be many constraints in milk production and marketing. The same has been observed and discussed in the present paper.

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Livestock,  
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The recent advances in dairy science technology have demonstrated that scientific management has great potential for increasing the milk production. Therefore, adoption of improved dairy farming practices by milk producers is of paramount importance for better milk production. This will open up new vistas and make possible for milk producers to achieve substantial gains in income. By keeping in view above aspects, the present study has been undertaken.

Multistage sample design was used for the selection of ultimate sample unit. Shimoga, Bhadravathi and Hosnagar Talukas of Shimoga district were considered for the study. Then three villages from each Taluka were selected randomly. Required information was collected from each village by interviewing 90 farmers each from the category of small (1.01-2 ha), medium (2.01-4 ha) and large (above 4 ha) farmers. Thus, the study was based on the primary data collected from 90 farmers in 9 villages of 3 talukas in one district.

The results obtained from the present investigation has been discussed below:

**Constraints in production of milk:**

It is clear from Table 1 that problems of the

sample milk producers so examined has indicated that about 66.66 per cent had high cost of crossbred cow and 55.55 per cent had inadequate loan facilities for purchase of milch animal. It was observed the lack of quality feeds and non-availability of fodder at proper time (55.55%), high cost of feeds and fodders (77.77%), non-availability of grazing land (72.22%) and low productivity of local cow and buffalo (33.33%).

**Constraints in marketing of milk:**

It can be observed from Table 2 that majority of sample household (100%) disposed off their milk through milk co-operatives. There was limited response to this problem in marketing. The most critical constraints expressed by milk producers was low price per litre of milk (100%), malpractices at milk collection centres (66.66%). Delay in receipts from co-operative society (66.66%). In the related aspects of the present investigation, some studies were carried out in the past as by Ashalatha (1998) on marketing of milk and milk products in Bangalore, Bhavasar (1980) on dairy management practices adopted by the farmers in Ratnagiri district of Maharashtra state and Kumar and Kumar (2003) on the constraints faced by farmers in dairy farming in Kolar district of Karnataka.

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**Table 1: Constraints in production of milk**

Sr. No.	Particulars	N=90	percentage
1.	<b>Production</b>		
	High cost of crossbred cow	60	66.66
	Inadequate loan facilities for purchase of milch animals	50	55.55
	Lack of quality feeds and non availability of fodders at proper time	50	55.55
	High cost of concentrates	70	77.77
	Non-availability of grazing land	65	72.22
	Low productivity of local cow and buffaloes	30	33.33

**Table 2: Constraints in marketing of milk**

Sr. No.	Particulars	N=90	percentage
1.	<b>Marketing</b>		
	Improper grading of milk	60	66.66
	Low prices per litre of milk	90	100.0
	Malpractices at milk collection centres	60	66.66
	Delay in receipt from co-operative society	60	66.66

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