



Research Article

Management of grapes export to UK and Netherland by Abhinav Drakasha Utpadak Sahakari Sanstha, Agar in Pune district

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SUMMARY : Grapes (*Vitis vinifera*) belonging to the Vitaceae family, originated in Western Asia and Europe. Grapes can be eaten as fresh and used for making jam, juice, jelly, vinegar, wine, grape seed extracts and grape seed oil. Approximately 71 per cent of world grape production is used for wine, 27 per cent as fresh fruit, and 2 per cent as dried fruit. However, in India, 90 per cent of the grape is used for table purpose, even though wine making has made strides. The rest of the grape is used mostly for raisin. The main two uses for grapes are obviously eating fresh, and for making wine. Grapes were one of the first fruits to be discovered for making into wine; most fruit can, but the discovery of this in grapes was probably accidental. Because grapes were the first fruit to be made into wine, wine has since then most strongly been associated with grapes. Grapes can also be dried and turned into raisins, and squeezed to make grape juice. Grape seeds contain oil which can be used in foodstuffs, soap or as a substitute for linseed oil. Grapes occupy a predominant position in terms of world fruit production, accounting for about 16 per cent of the global fruit production. Two Districts Pune and Ahmednager were selected for the study under which 17 village were taken from Junnar, Ambegaon and Sangamner, Parner taluka from these districts of Maharashtra. During this project work, the data were collected from 50 farmers of which 40 were the members and 10 non-members of Abhinav. Information was collected regarding export of grapes by the farmers Grapes had the dominant place in the cropping pattern of the selected sample farmers. As Thomson, Sharad, Ganesh and Sonaka varieties had high demand in UK and Netherland markets their production and area under them was more. Thomson was the largely cultivated grape variety but Sonaka had the highest productivity in the study area. There was a scope for increasing grapes exports to cent per cent from current 63.60 per cent of total production.

KEY WORDS :

Grapes export,
Marketing channel,
Export specification for
grapes

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BACKGROUND AND OBJECTIVES

Grapes (*Vitis vinifera*) belonging to the Vitaceae family, originated in Western Asia and Europe. Grapes can be eaten as fresh and used for making jam, juice, jelly, vinegar, wine, grape seed extracts and grape seed oil. Approximately 71 per cent of world grape production is used for wine, 27 per cent as fresh fruit, and 2 per cent as dried fruit. However, in India, 90 per cent of the grape is used for table purpose, even though wine making has made strides. The rest of the grape is used mostly for raisin and for export (Acharya and Agrawal, 2004).

The main two uses for grapes are obviously eating fresh and for making wine. Grapes were

one of the first fruits to be discovered for making into wine, most fruit can, but the discovery of this in grapes was probably accidental. Because grapes were the first fruit to be made into wine, wine has since then most strongly been associated with grapes. Grapes can also be dried and turned into raisins and squeezed to make grape juice. Grape seeds contain oil which can be used in foodstuffs, soap or as a substitute for linseed oil. Grapes occupy a predominant position in terms of world fruit production, accounting for about 16 per cent of the global fruit production. The major grape producing countries are Italy, France, Spain, U.S.A, Turkey, Argentina, Iran, Portugal, South Africa and Chile. The year wise grapes export

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from India is shown in Table A.

Year	Quantity in thousand kg	Value in Rs. Lakhs
2000-01	20,646.08	8,293.55
2001-02	14,571.03	5,995.60
2002-03	25,567.98	10,867.18
2003-04	26,469.64	10,368.38
2004-05	38,898.34	12,643.80
2005-06	53,908.30	21,382.87
2006-07 (Apr-Jun)	28,626.05	11,415.32

The grape export from India shows continuously rising trend from 2000-01 to 2005-07

Objectives of study :

–To study the channel players in export of grapes to UK and Netherland, to study value chain in export of grapes and to study export promotional activities provided by grape export society.

RESOURCES AND METHODS

Two Districts Pune and Ahmednager were selected for the study under which 17 village were taken from Junnar, Ambegaon and Sangamner, Parner Taluka from above districts in Maharashtra.

For the selection of sample farmer, an exhaustive list was obtained from Abhinav Drakash Utpadak Sahakari Sanstha Maryadit, Agar in Junnar. From the list 50 grapes growers (40 members and 10 non members) were selected randomly, spread over 17 villages. The collected data were analyzed with tabular method and simple statistical tool such as percentage were used to interpretation of result. Primary data were collected by scheduling interviews with grapes growers exporters with the help of specially designed questionnaires. Secondary data were collected from already existing sources *i.e.* Internet, ITC calculations based on COMTRADE statistics, DGCIS report, NHB database, FAOSTAT and Abhinav Drakash Utpadak Sahakari Sanstha Maryadit, Agar.

OBSERVATIONS AND ANALYSIS

In order to boost the export of grapes from Maharashtra, “Abhinav Drakash Utpadak Sahakari Sanstha Maryadit, Agar”, a co-operative partnership firm has been established in 1994 with the help of Maharashtra State Agricultural Marketing Board, Pune. The head office of the Sanstha is located at Agar in Junnar tahsil of Pune district. Till date total 110 grape growers are the members which are spread over Junnar, Ambegaon, Sangamner, and Parner tahsils. Out of 110 grape growers, 80 are the members and 30 are the non-members with the main objective to promote the export of grapes. The institution is ISO 9001-2000, HACCP and GLOBAL GAP certified also they awarded by ‘VASANTRAO NAIK PURASKAR’. Due to extreme efforts of Abhinav in the grape export, ‘Abhinav’ brand for Maharashtra’s grapes is well established in the international market. ‘Abhinav’ is well established brand in the U.K, Netherland, Germany and Middle East market over last ten years. The best quality exportable ‘Table grape’ is the product of society from western India. Abhinav Draksha Utpadak Shakari Sanstha Maryadit is among one of the best cooperative societies in the world situated right in the midst of a lush grape farm. The institute is engaged in export of varieties like Sharad seedless, Ganesh and Thomas seedless. The institute in the year 2006-07 exported 315 tonnes of grapes. In the next succeeding year, the grape export reduced to 280 tonnes. Further in 2008-09 grape export was of 302 tonnes and in 2009-10 the grape export of only 159 tonnes.

Cropping pattern of grape growers :

It was observed that the cropping pattern was dominated by the perennial crops *viz.*, grapes (33.88%), banana (9.78%), pomegranate (2.9%). Perennial crops had area of 46.56 per cent under them accounting for GCA. Amongst the perennials, grapes had highest average area of 1.87 hectares which was 33.88 per cent of the GCA. The per farm variety wise average area and production is depicted in Table 1.

It is revealed that average per farm area and production

Table 1: Per farm variety wise average area and production

							(n=50)
Sr. No.	Variety	Number of farmers	Average area in (ha)	(%)	Average production in (tonnes)	(%)	Productivity tone/ha
1.	Thompson	33	0.68	36.36	16.13	40.98	23.72
2.	Sharad	21	0.45	24.06	9.65	24.52	21.44
3.	Ganesh	15	0.29	15.51	5.99	15.22	20.66
4.	Sonaka	10	0.10	5.35	3.28	8.33	32.8
5.	Jumbo	13	0.16	8.56	1.65	4.19	10.31
6.	Red-globe	4	0.09	4.81	1.62	4.12	18
7.	Clone-2	3	0.04	2.14	0.48	1.22	12
8.	Krishna	1	0.03	1.60	0.50	1.27	16.66
9.	Flame	2	0.01	0.54	0.06	0.15	6
10.	Toklen	1	0.02	1.07	0.00	0.00	0.00
	Total		1.87	100	39.36	100	

of 1.87 ha and 39.36 tonnes, respectively under different varieties cultivated by grapes growers under study. Thompos variety had large area and highest production among all varieties of 36.36 per cent and 40.98 per cent, respectively. Toklen variety was just newly planted by the cultivators having the average area 1.07 per cent which yielded no production yet. The Sonaka variety had highest productivity 32.8 tonne/ha followed by Thomson and Sharad having productivity 23.72 and 21.44, respectively.

Marketing channels of grapes export :

Marketing channel refer the route through which the commodity passes from producer to consumer through various market players. The effective and efficient marketing channel decides the profitability of business. Grapes are the perishable commodity, hence very sensitive for time factor.

Marketing channels of grapes export to UK :

Farmer – Abhinav – J.N.P.T Port, Uran – Commission agent (Importer) – UK Port – Direct Grapes Fruit Party – Direct Grapes Fruit Party (Cold storage) – Supermarket – Consumer.

Marketing channel of grapes export to Netherland :

Farmer – Abhinav – J.N.P.T Port, Uran – Commission agent (Importer) – Netherlands Port – Independent fruit Party – Independent fruit Party (Cold storage) – Supermarket – Consumer.

Export specifications for grapes :

Table 2 gives the country wise and varietywise export specifications for grapes. An export specification differs from country to country. In UK as compared to Netherland specifications are more stringent with respect to MRL (maximum residual limit) for grapes. Due to stringent

specifications in UK, most of the time the grapes doesn't match the required specifications.

From Table 3 it was observed that the total production of grapes was 39.36 tonnes out of which 63.60 per cent was exported to UK, Netherland and Gulf Countries, 35.74 per cent was sold in domestic market. Remaining 0.41 and 0.25 per cent was recorded as loss and gratis for the year 2009-10, respectively.

Country wise export of grapes through Abhinav :

Total quantity of grapes exported by Abhinav for the year 2009-10 was 1251.5 tonnes. It was observed that the large quantity of grapes 87 per cent was exported to Gulf countries. This was mainly because in Gulf countries no residual tests for grapes is done and no other costs incurred in export. Remaining 6 per cent and 7 per cent was exported to UK and Netherland, respectively.

Value chain of grapes exports to UK and Netherland :

Market margins are the actual amount received by the marketing agencies or channelplayers in marketing process. Every product undergoes through various channels and reaches to the customer. It is important to know that how much per cent share gain by producer farmer in the consumer's price. The detail of cost incurred in marketing of grapes in UK and Netherland is shown in Table 2.

One 40 ft container carry 20 pallets having 2290 boxes of 5 kg weight grapes boxes while 1680 boxes of 9 kg weight grapes boxes for export to UK. From Table 4, it was observed that the per box cost incurred during export to UK was Rs. 467.25 and Rs. 669.81 for 5 kg and 9 kg box, respectively. Cost incurred by farmers from farm to Abhinav was Rs.10 and Rs.18 for 5 kg and 9 kg box, respectively which was negligible as compared to the total cost of export. Abhinav incurred the highest cost Rs.180.00 and 230.03 for 5 and 9

Table 2 : Export specifications for grape

Variety	Middle east	Netherland	UK
Thompson seedless	Berry size: 15mm, colour: amber	Berry size: 16mm, colour: white/amber	Berry size: 18mm, white
Sharad seedless	Berry size: 15mm, black	Berry size: 16mm, black	Berry size: 18mm, black
Ganesh seedless	Berry size: 15mm, colour: amber	Berry size: 16mm, colour: white/amber	Berry size: 18mm, white
Flame seedless	----	Berry size: 16mm, pink	Berry size: 18mm, pink
Packing	4 kg	4.5 kg /9 kg	5 kg /9kg
Storage temp.	0-1 °C	0-1 °C	0-1 °C

Source: www.mahagrapes.com

Table 3 : Per farm disposal pattern of grapes

Per farm disposal	Quantity (tonnes)	Percentage
Total export	25.03	63.60
Domestic sale	14.07	35.74
Total loss	0.16	0.41
Gratis	0.10	0.25
Total production of grapes	39.36	100

kg, respectively in the total export marketing. Cost incurred by importer was 177.38 and 241.78 for 5 and 9 kg, respectively. Cost incurred by supermarket was 100 and 180 for 5 and 9 kg, respectively.

Table 5 depicts the margin retained by various intermediaries involved in exporting grapes to UK. Abhinav retained a margin of near 1 per cent of total cost incurred by it. Margin of Rs. 1.79 and Rs. 2.30 for 5 and 9 kg boxes, respectively which accounted for 0.40 and 0.38 per cent,

respectively of the total margin was retained by Abhinav. Importer retained margin of 8 per cent of price realised. Margin of Rs. 43.79 and Rs. 59.69 for 5 and 9 kg boxes, respectively accounting for 9.85 and 9.90 per cent, respectively of the total marketing margin was retained by the importer. Lastly the supermarket retained margin of Rs. 399.01 and Rs. 540.93 for 5 kg and 9 kg boxes, respectively which was 89.75 per cent and 89.72 per cent, respectively of the total margin retained.

Table 4 : Cost for grapes export to UK

Sr. No.	Particulars	Box			
		5 kg		9 kg	
		Rs.	(%)	Rs.	(%)
A.	Cost incurred by farmer for transport	10.00	2.14	18.00	2.69
B.	Cost incurred by Abhinav				
	Labour charges	21.25	4.55	38.25	5.71
	Packaging cost	105.00	22.47	118.50	17.69
	Precooling and cold storage	22.48	4.81	30.65	4.58
	Phytosanitary certificate	0.07	0.01	0.10	0.01
	Agmark fee	0.52	0.11	0.89	0.13
	Cost of wooden pallet	8.29	1.77	11.30	1.69
	Container loading	1.74	0.37	2.38	0.36
	Container freight for transportation from Abhinav to Mumbai port	10.48	2.25	14.28	2.13
	Insurance	3.49	0.76	4.76	0.71
	Residual analysis	6.55	1.40	8.92	1.33
	Total cost incurred by Abhinav	179.87	38.50	230.03	34.34
C.	Cost incurred by importer				
a.	Sea freight	64.52	13.81	87.94	13.13
b.	Custom duty and clearance	40.35	8.64	55.00	8.21
c.	Port to cold storage	21.23	4.54	28.94	4.32
d.	Handling and distribution	51.28	10.97	69.90	10.44
	Total cost incurred by importer =(a+b+c+d)	177.38	37.96	241.78	36.10
a.	Sea freight	64.52	13.81	87.94	13.13
D.	Cost incurred by supermarket	100.00	21.40	180.00	26.87
	Total = (A+B+C+D)	467.25	100	669.81	100

Table 5 : Market margin for UK market

Sr. No.	Particulars	Rs. / 5kg	Rs. / 9kg
A	Margin earned by Abhinav = Price received by Abhinav-(Price paid by Abhinav + Cost incurred by Abhinav)	1.79 (0.40)	2.30 (0.38)
B	Commission of importer (@ 8%) = Price received by importer - (Price paid by importer + Cost incurred by importer)	43.79 (9.85)	59.69 (9.90)
C	Margin of supermarket = Price received by supermarket - (Price paid by supermarket + Cost incurred by supermarket)	399.01 (89.75)	540.93 (89.72)
	Total margin = (A+B+C)	444.59 (100)	602.92 (100)

Table 6: Price spread for UK market

Particulars	5 kg box		9 kg box	
	Rs.	Per cent	Rs.	Per cent
Net price received by farmer	421.59	31.62	649.75	33.80
Total cost incurred	467.25	35.04	669.81	34.84
Total market margin	444.59	33.34	602.92	31.36
Price paid by consumer	1333.43	100.00	1922.48	100.00
Producer share in consumer rupee (%)		31.62		33.80

It is observed (Table 6) that producers share in consumers price is 31.62 and 33.80 per cent in UK for 5 and 9 kg boxes, respectively. Total cost incurred in the export process accounts for about 35.04 and 34.84 per cent of total price paid by the consumers. Margin retained by the various channel players in export accounts about 33.34 and 31.36 per cent, respectively for 5 and 9 kg boxes. Export of 5 kg box gave more profit per kg than 9 kg box.

The capacity of container is 3380 boxes and 1680 of 4.5 kg and 9 kg, respectively for export of grapes to Netherland. From Table 7 it was observed that the per boxes cost incurred Rs. 266.14 and Rs. 548.04 during export to Netherland for 4.5 kg and 9 kg boxes, respectively. Cost incurred by farmers from farm to Abhinav was negligible as

compared to the total cost of export. Abhinav incurred the highest cost Rs.107.92 and 230.03 for 4.5 and 9 kg, respectively in the total export marketing. Cost incurred by importer was 104.22 and 210.01 for 4.5 and 9 kg, respectively. Cost incurred by supermarket was 45 and 90 for 5 and 9 kg, respectively. Total cost incurred while exporting of grapes to Netherland Paid by farmers.

Table 8 depicts the margin retained by various intermediaries involved in exporting grapes to Netherland. Abhinav retained a margin of 1 per cent of total cost incurred by it. Margin of Rs. 1.08 and Rs. 2.30 for 4.5 and 9 kg boxes, respectively which accounted for 0.65 and 0.70 per cent, respectively of the total margin was retained by Abhinav. Importer retained margin of 8 per cent of price realised.

Table 7: Cost for grapes export to Netherland

Sr. No.	Particulars	Box			
		4.5kg		9 kg	
		Rs.	(%)	Rs.	(%)
A.	Cost incurred by farmer for transport	9.00	3.38	18.00	3.29
B.	Cost incurred by Abhinav				
	Labour charges	19.12	7.18	38.25	6.98
	Packaging cost	52.40	19.69	118.50	21.62
	Precooling and cold storage	15.23	5.72	30.65	5.59
	Phytosanitary certificate	0.04	0.02	0.10	0.02
	Agmark fee	0.44	0.17	0.89	0.16
	Cost of wooden pallet	5.62	2.11	11.3	2.06
	Container loading	1.18	0.44	2.38	0.43
	Container freight for transportation from Abhinav to Mumbai port	7.10	2.67	14.28	2.61
	Insurance	2.36	0.89	4.76	0.87
	Residual analysis	4.43	1.66	8.92	1.63
	Total cost incurred by Abhinav	107.92	40.55	230.03	41.97
C.	Cost incurred by importer				
a.	Survey	2.31	0.85	4.66	0.85
b.	Freight and interventile (Bunker)	45.02	16.92	90.58	16.53
c.	Terminal handling	3.75	1.40	7.45	1.36
d.	Document	0.61	0.23	1.23	0.22
e.	Haulage container	4.43	1.65	8.91	1.63
f.	Handling	4.63	1.74	9.33	1.70
g.	Cold storage	28.04	10.53	56.43	10.30
h.	CA Document	6.56	2.45	13.2	2.41
i.	Demurrage	6.46	2.42	13.00	2.37
j.	Scan	2.59	0.97	5.22	0.95
	Total cost incurred by importer =(a+b+c+d+e+f+g+i+j)	104.22	39.16	210.01	38.32
D.	Cost incurred by supermarket	45.00	16.91	90.00	16.42
	Total = (A+B+C+D)	266.14	100	548.04	100

Table 8 : Market margin for Netherland market

Sr.No.	Particulars	Rs. / 4.5kg	Rs. / 9kg
A.	Margin earned by Abhinav = Price received by Abhinav-(Price paid by Abhinav + Cost incurred by Abhinav)	1.08 (0.65)	2.30 (0.70)
B.	Commission of importer (@ 8%) = Price received by importer - (Price paid by importer + Cost incurred by importer)	21.74 (13.16)	43.74 (13.26)
C.	Margin of supermarket = Price received by supermarket – (Price paid by supermarket + Cost incurred by supermarket)	142.36 (86.19)	283.77 (86.04)
	Total margin = (A+B+C)	165.18 (100)	329.81 (100)

Margin of Rs.21.74 and Rs. 43.74 for 4.5 and 9 kg boxes, respectively accounting for 13.16 and 13.26 per cent, respectively of the total marketing margin was retained by the importer. Lastly the supermarket retained margin of Rs. 142.36 and Rs.283.77 for 4.5 kg and 9 kg boxes, respectively which was 86.19 per cent and 86.04 per cent, respectively of the total margin retained.

It is observed (Table 9) that producers share in consumers price is 40.32 and 39.23 per cent share in cost incurred in the export process. Total cost incurred in the export process accounts for about 36.82 and 37.93 per cent of total price paid by the consumers. Margin retained by the various channel players in export accounts about 22.85 and 22.84 per cent, respectively for 4.5 and 9 kg boxes. Export of 4.5 kg box gave more profit per kg than 9 kg box.

Facilities provided by Abhinav to farmers :

Many facilities like pack house, grading, packing, cold storage etc. are very much essential for the exporting of grapes. Due to high capital investment it is very difficult for farmers to setup such facilities at individual level. It was made possible through cooperative institution Abhinav. The society has set up an integrated facility center which includes the following a facility such as an ultra modern pack house provides required suitable temperature of 23°C and humidity

of 75 per cent, during the packing of grapes. These helps in keeping the grapes fresh and maintaining favourable working conditions for workers at the pack house. A modern lighting facility at pack house provides adequate and uniform light throughout the pack house. This facilitates speedy and accurate grading by graders. A sophisticated motorized conveyer ensures smooth and efficient grading and packing activities. Modern pre-cooling and cold storage units facilitates in cooling down and storing of grapes at low temperature 2°C and high humidity of 98 per cent as required for the grapes. Fully automated weather station provides in time and advanced forecasting about the weather change, disease and pest attack. Facilities like answering machine and digital display board facilitates the information dissemination. Testing laboratory and research and development activity are the important facilities for farmers.

Table 10 showed that, of the total grape growers cent per cent members and cent per cent non-members who actually exported grapes used infrastructural facilities like pack house, cold storage etc. needed for export. Whether member or non-member, each farmer had to bear cost of Rs. 8.74 per kg for facilities like ultra modern pack house, scientific light system, grading, packing, pre-cooling and cold storage. Facilities such as weather station and meeting hall were provided free of cost to both members

Table 9 : Price spread for Netherland market

Particulars	5 kg box		9 kg box	
	Rs.	Per cent	Rs.	Per cent
Net Price received by farmer	291.36	40.32	566.7	39.23
Total cost incurred	266.14	36.83	548.04	37.93
Total market margin	165.18	22.85	329.81	22.84
Price paid by consumer	722.68	100.00	1444.55	100.00
Producer share in consumer rupee (%)		40.32		39.23

Table 10 : Facilities provided by Abhinav to farmers

Sr.No.	Particulars	Members (n=40)		Non-members (n=10)	
		Number	Per cent	Number	Per cent
A.	Infrastructural facilities				
i.	Ultra modern pack house	40	100	10	100
ii.	Ultra modern scientific lighting system	40	100	10	100
iii.	Mechanized grading and packing system	40	100	10	100
iv.	Pre-cooling and cold storage units	40	100	10	100
v.	Weather station (free of cost)	33	82.5	3	30
vi.	Meeting hall (free of cost)	30	75	7	70
B.	Technological facilities				
i.	Laboratory	40	100	10	100
ii.	Research and development	34	85	4	40
iii.	Digital display board	32	80	2	20
iv.	Answering machine (free of cost)	40	100	10	100
C.	Other facilities				
i.	Providing cultivation note book to farmers	40	100	10	100
ii.	Study tour	32	80	5	50

and non-members. Weather station facility was used by about 82 per cent of members, comparatively only 30 per cent non-members used this facility. The weather station facility was free but members and non members unable to take cent per cent advantage due to the long distance between farm and facility center. Technical facilities like laboratory and answering machine were used by all the members and non-members. Non-members are charged Rs. 375 for facilities of laboratory. Members are not charged for laboratory facility. Of the total, 85 per cent members used research and development facility whereas only 40 per cent non-members used that facility. Cost incurred for research and development was paid from share capital of members. Facilities like digital display board and answering machine were provided free of cost to both members and non-members. Other facility include study tour was utilized by 80 per cent of members whereas only 50 per cent of non-members availed this facility. For study tour 50 per cent of total expenditure is paid by the institute and remaining by the farmers. Cultivation notebook was provided at price Rs. 100 for both members and non-members.

Findings :

During this project work the data were collected from 50 farmers of which 40 were the members and 10 non-members of Abhinav. Information was collected regarding export of grapes by the farmers. From the data collected following findings were observed.

- Study of cropping pattern revealed that, grapes had highest share of 33.88 per cent in gross cropped area.
- Per farm variety wise study revealed that varieties viz., Thomson, Sharad, Ganesh and Sonaka had the high average production shares of 16.13, 9.65, 5.95 and 3.28 per cent and average cultivation area of 0.68, 0.45, 0.29 and 0.10 per cent, respectively.
- The Sonaka variety had highest productivity 32.8 tonne/ha and Flame variety had lowest productivity of 6 tonne/ha among all the variety cultivated in the study area.
- It was observed that 87 per cent of grapes are exported to Gulf countries, 6 per cent to UK and 7 per cent to Netherland.
- Channels followed for exporting of grapes to UK and Netherland were,
 - Farmer – Abhinav – J.N.P.T Port – Commission agent (Importer) – UK Port – Grapes Direct UK Party – Grapes Direct UK Party (Cold storage house) – Supermarket – Consumer.
 - Farmer – Abhinav – J.N.P.T Port – Commission agent (Importer) – Netherland Port – Independent fruit Party

- Independent fruit Party (Cold storage house) – Supermarket – Consumer.
- Analysis of price spread in grapes export to UK market revealed that for 5 and 9 kg boxes, farmer received 31.62 and 33.80 per cent share in consumer's price of Rs.1333.43 and Rs.1922.48, respectively. Total export cost incurred was 35.04 and 38.84 per cent and total marketing margin retained was 33.34 and 31.36 per cent for 5 and 9 kg boxes, respectively.
- Analysis of price spread in grapes export to Netherland market revealed that for 4.5 and 9 kg boxes farmer received 40.32 and 39.23 per cent share in consumer's price of Rs.722.68 and Rs.1444.55, respectively. Total export cost incurred was 36.82 and 37.93 per cent and total marketing margin retained was 22.86 and 22.84 per cent for 4.5 and 9 kg boxes, respectively.

Conclusion :

- Grapes had the dominant place in the cropping pattern of the selected sample farmers.
- As Thomson, Sharad, Ganesh and Sonaka varieties had high demand in UK and Netherland markets their production and area under them was more.
- Thomson was the largely cultivated grape variety but Sonaka had the highest productivity in the study area.
- There was a scope for increasing grapes exports to cent per cent from current 63.60 per cent of total production.

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Source: - ITC calculations based on COMTRADE statistics, DGCIS report, NHB database, FAOSTAT.